

Machine Learning in Marketing: Overview, Training, Applications, and Future Developments

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Resumo

Machine Learning (ML) recent developments are already transforming the business landscape. However, such impacts will become substantially more prominent in the future with the rapid adoption of ML by marketing researchers. This is because ML offers a variety of potential benefits for marketing, including the opportunity to apply more robust methods for the generalization of scientific discoveries. This paper provides an overview of ML, including a review of its most relevant types, algorithms and general workflows, of potential training strategies for business/marketing researchers of ML, and the analysis of applications and future developments of ML to the field of marketing.

